Marked up version of current claims:

1. (amended) ~~A computer-implemented enterprise modeling~~An intellectual capital method, comprising:

~~Transforming data from a variety of systems into a probabilistic model that identifies the impact of elements of value on the short term financial performance of an enterprise.~~

aggregating enterprise related data from a variety of sources; and

using at least a portion of the data to identify the factors that affect enterprise intellectual capital.

2. ~~(amended) The enterprise modeling method of claim 1 wherein the elements of value are selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners, production equipment and vendors.~~(amended) The method of claim 1 that further comprises identifying the inter-relationship between the factors that affect enterprise intellectual capital.

3. ~~(amended) The enterprise modeling method of claim 1 wherein the elements of value contain items that are optionally clustered into sub-elements of value for more detailed analysis.~~(amended) The method of claim 2 that further comprises creating summaries of intellectual capital impact on aspects of enterprise financial performance that are a function of the inter-relationship between the factors that affect enterprise intellectual capital.

4. ~~(amended) The enterprise modeling method of claim 1 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.~~(amended) The method of claim 3 that further comprises using the intellectual capital impact summaries to create models of enterprise financial performance.

5. ~~(amended) The enterprise modeling method of claim 1 wherein at least a portion of the data is obtained from the Internet.~~(amended) The method of claim 4 that further comprises using the models of enterprise financial performance to complete analyses from the group consisting of identifying changes to intellectual capital that will optimize one or more aspects of enterprise financial performance in an interactive manner,

identifying the impact of intellectual capital changes on one or more aspects of enterprise financial performance in an interactive manner, identifying the value impact of intellectual capital by element of value and combinations thereof.

6. ~~(amended) The enterprise modeling method of claim 1 wherein the impact on short term financial performance includes impact on the group consisting of revenue, expense or change in capital.~~(amended) The method of claim 1 where intellectual capital is comprised of elements from the group consisting of brands, customers, employees, intellectual property, partners, vendors, vendor relationships and combinations thereof.

7. ~~(amended) The enterprise modeling method of claim 1 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.~~(amended) The enterprise modeling method of claim 1 where the aggregated data complies with a common data dictionary and is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

8. (amended) The enterprise modeling method of claim ~~1 wherein~~3 where the ~~method for determining the impact~~aspects of financial performance are selected from the ~~elements~~group consisting of revenue, expense or change in capital, intellectual capital value ~~on the~~, current operation value, real option value, market sentiment value and enterprise ~~is determined in part by the level of interaction between elements of~~market value.

9. (amended) The ~~enterprise modeling~~ method of claim 1 wherein ~~the identified impact for each element of value~~ an enterprise is ~~for a specified point in time within~~single product, a ~~sequential series of points in time~~group of products, a division or a company.

10. ~~(amended) The enterprise modeling method of claim 1 wherein the impact of each element of value on the enterprise is determined by its net impact on the components of value and the other elements of value for the enterprise.~~(amended) The method of claim 1 where the factors that affect intellectual capital are selected from the group consisting

of item variables, item variable trends, item variable ratios, item variable averages, item variable patterns, time lagged item variables, time lagged item variable trends, time lagged item variable ratios, time lagged item variable averages, time lagged item variable patterns and combinations thereof.

11. (amended) The ~~enterprise modeling~~ method of claim ~~1 wherein the probabilistic model is~~ 5 where a Markov Chain Monte Carlo model is used to identify the changes that will optimize one aspect of enterprise financial performance, genetic algorithms are used to identify changes that will optimize one or more aspects of enterprise financial performance or multi-criteria optimization models are used to identify the changes that will optimize two or more aspects of enterprise financial performance.

12. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform an intellectual capital, comprising:
aggregating enterprise ~~modeling method, comprising:~~
~~transforming~~related data from a variety of ~~systems into a probabilistic model that identifies the impact of intangible elements of value on the short term financial performance of an enterprise.~~sources; and
using at least a portion of the data to identity the factors that affect enterprise intellectual capital.

13. (amended) The computer readable medium of claim 12 wherein the ~~intangible elements of value are selected from~~method further comprises identifying the ~~group consisting of relationships, customers, employees, brands,~~inter-relationship between the factors that affect enterprise intellectual ~~property, partners and vendors~~capital.

14. ~~(amended) The computer readable medium of claim 12 wherein the elements of value contain items that are optionally clustered into sub-elements of value for more detailed analysis.~~(amended) The computer readable medium of claim 13 where the method further comprises creating summaries of intellectual capital impact on aspects of enterprise financial performance that are a function of the inter-relationship between the factors that affect enterprise intellectual capital.

15. (amended) The computer readable medium of claim 12 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.(amended) The computer readable medium of claim 14 where the method further comprises using the intellectual capital impact summaries to create models of enterprise financial performance.

16. (amended) The computer readable medium of claim 12 wherein at least a portion of 15 where the data is obtainedmethod further comprises using the models of enterprise financial performance to complete analyses from the Internetgroup consisting of identifying changes to intellectual capital that will optimize one or more aspects of enterprise financial performance in an interactive manner, identifying the impact of intellectual capital changes on one or more aspects of enterprise financial performance in an interactive manner, identifying the value impact of intellectual capital by element of value and combinations thereof.

17. (amended) The computer readable medium of claim 12 wherein short-term financial performance includes impact onwhere intellectual capital is comprised of elements from the group consisting of revenue, expense or change in capitalbrands, customers, employees, intellectual property, partners, vendors, vendor relationships and combinations thereof.

18. (amended) The computer readable medium of claim 12 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.(amended) The enterprise modeling computer readable medium of claim 12 where the aggregated data complies with a common data dictionary and is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

19. (amended) The computer readable medium of claim 12 wherein the method for determining the impact of the elements of value on the enterprise is determined in part by the level of interaction between elements of value.(amended) The enterprise modeling computer readable medium of claim 14 where the aspects of financial performance are selected from the group consisting of revenue, expense or change in capital, intellectual capital value, current operation value, real option value, market sentiment value and enterprise market value.

20. (amended) The computer readable medium of claim 12 wherein the identified impact for each element of valuean enterprise is for a specified point in time withinsingle product, a sequential series of points in timegroup of products, a division or a company.

21. (amended) The computer readable medium of claim 12 wherein the impact of each element of value on the enterprise is determined by its net impact on the components of value and the other elements of value for the enterprise.(amended) The computer readable medium of claim 12 where the factors that affect intellectual capital are selected from the group consisting of item variables, item variable trends, item variable ratios, item variable averages, item variable patterns, time lagged item variables, time lagged item variable trends, time lagged item variable ratios, time lagged item variable averages, time lagged item variable patterns and combinations thereof.

22. (amended) The computer readable medium of claim 12 wherein the probabilistic model is 16 where a Markov Chain Monte Carlo model is used to identify the changes that will optimize one aspect of enterprise financial performance, genetic algorithms are used to identify changes that will optimize one or more aspects of enterprise financial performance and multi-criteria optimization models are used to identify the changes that will optimize two or more aspects of enterprise financial performance.

23. (amended) An enterprise modeling system, comprising: a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause for valuing intangible assets for an enterprise where intangible assets are from the processor to: transform data from a variety of systems into a probabilistic model that identifies the impact of intangible elements of value on the short term financial performance of an

~~enterprise~~group consisting brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, vendors, vendor relationships and combinations thereof.

24. ~~(amended) The modeling system of claim 23 wherein the intangible elements of value are selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners and vendors.~~(amended) An enterprise management system, comprising:

computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

aggregate enterprise related data from a variety of sources in accordance with a common data dictionary, and

use at least a portion of said data to create one or more tools for enterprise management.

25. ~~(amended) The enterprise modeling system of claim 23 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.~~(amended) The system of claim 24 where the processors further make one or more tools available for review using an electronic display, a paper document or some combination thereof.

26. (amended) The ~~enterprise modeling~~ system of claim ~~23 wherein~~24 where an enterprise is ~~defined by the revenue, expense and capital change associated with a~~ single product, a group of products, a division or ~~an entire~~ company.

27. (amended) ~~An enterprise value~~The system~~, comprising:~~
~~networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of~~ instructions ~~stored therein, which when executed cause~~claim 24 where the ~~processors to:~~
~~transform data from a variety~~one or more tools for enterprise management include analytical models, management reports, performance information, lists of ~~systems into a~~

~~probabilistic model~~changes to intangible assets that ~~identifies the impact~~will optimize one or more aspects of ~~elements~~enterprise financial performance, lists of ~~value on the short term~~changes to tangible assets that will optimize one or more aspects of enterprise financial performance and ~~value of an enterprise~~combinations thereof.

28. ~~(amended) The value system of claim 27 where the elements of value are selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners, production equipment and vendors.~~(amended) The system of claim 27 where the one or more aspects of enterprise financial performance are enterprise revenue, enterprise expense, enterprise capital change, enterprise intellectual capital value, enterprise current operation value, enterprise real option value, enterprise market sentiment value, enterprise market value and combinations thereof.

29. ~~(amended) The enterprise value system of claim 27 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.~~(amended) The system of claim 27 where analytical models are from the group consisting of component of value models, market value models, network models, optimization models, simulation models and combinations thereof.

30. ~~(amended) The enterprise value system of claim 27 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.~~(amended) The system of claim 27 where the management reports detail the current enterprise value, prior enterprise value, future enterprise value, the change in enterprise value over time and combinations thereof by category of value and element of value by category.

31. (new) The system of claim 27 where performance information are from the group consisting of component valuations, current operation valuations, element composite variables, element performance indicators, element relative contributions, element valuations, element impacts, element value drivers, enterprise valuations, option discount rates, growth option valuations, intellectual capital valuations, equations that

summarize element impact on aspects of enterprise financial performance and combinations thereof.

32. (new) A system for quantifying the impact of assets on one or more aspects of enterprise financial performance where the aspects of enterprise financial performance are enterprise revenue, enterprise expense, enterprise capital change, enterprise intellectual capital value, enterprise current operation value, enterprise real option value, enterprise market sentiment value and enterprise market value.

33. (new) The system of claim 32 where assets are from the group consisting brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

34. (new) The system of claim 32 where the impact of an asset is the direct impact of the asset on an aspect of financial performance net of any impact on other enterprise assets.

Remarks

The Applicant respectfully requests consideration of the present application as amended herewith.

Payment Enclosed

The Applicant has enclosed payment for the claims added to the instant application. The payment amount was calculated as shown on the enclosed fee determination record.

Respectfully submitted,

Dated: 11/21/2003

Jeff S. Eder /Practicioner Number 52,849

Examiner: Yehdega Retta
Art Unit: 3622